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AN ANALYSIS OF JOB SATISFACTION AND EMPLOYEE EXPERIENCE AT SLEEK INTERNATIONAL PVT. LTD.

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ABSTRACT

This summer internship project titled “An Analysis of Job Satisfaction and Employee Experience at Sleek International Pvt. Ltd.” was conducted to examine the level of employee satisfaction and identify factors affecting motivation, recruitment practices, and workplace environment. Employee satisfaction is a significant element for improving organizational productivity, employee retention, and overall performance. The study adopted a survey research design and used a structured questionnaire to collect primary data from employees. Convenience sampling method was used, and a sample size of 100 employees was selected during the study period from 20 May 2024 to 20 July 2024. Both primary and secondary data sources were utilized for the research. Statistical analysis and graphical tools such as charts and tables were used for data interpretation. Findings revealed that a majority of employees were satisfied and motivated with the company’s work culture and environment. Employees positively viewed recruitment practices, e-recruitment systems, employer branding, and training opportunities. Most respondents also believed that the organization provides a comfortable work environment and effective communication regarding products and standards. However, a small percentage of employees expressed dissatisfaction and demotivation. The study emphasizes the importance of maintaining positive workplace practices to enhance employee satisfaction and long-term organizational growth and performance.

Keywords: Employee Satisfaction, Employee Motivation, Recruitment Process, Work Environment, Organizational Performance.

INTRODUCTION

Asian Paints is India's leading paint and decor company and ranked among the top ten Decorative coatings companies in the world with a consolidated turnover of ₹ 354 billion. The company is ranked 2nd in Asia and 8th amongst the top coating's companies in the world.

Asian Paints Royale Luxury Silk Emulsion is a paint product from Asian Paints. Here are some things to know about Asian Paints: @

History

Four friends started Asian Paints in 1942 in a garage in Mumbai. It became India's leading paint company in 1967.

Products

Asian Paints manufactures a variety of paints for decorative and industrial use, as well as adhesives and waterproofing products.

Services

Asian Paints also offers modular kitchen design and interior services. Their factory- fitted kitchens are pre- drilled and come with a 10-year warranty.

Global presence

Asian Paints established its first overseas subsidiary in Fiji in 1978. It has since expanded to Nepal, Sri Lanka, Oman, and other countries.

Size

Asian Paints is India's largest paint and coating producer, accounting for more than 50% of the country's architectural coating business.

RESEARCH METHODOLOGY

The data need for the study is collected from the employees, through questionnaire, Analysis and interpretation has been done by using the statistical tools and data presented through tables and charts.

Research Design

The study was based on survey method. The aim of the study is to find satisfaction levels of employees.

Sample Design

A sample design is a definite plan for obtaining a sample from a given population. Convenience sampling method

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used in selected samples.

Period Of Study

This study on employee satisfaction was conducted during the period of 20 may 2024 to 20 july 2024

Sample Size

The sample size of this study is 100

Data Collection

The data collected for the study consists of both primary and secondary data.

Primary Data

In this study primary data were collected through personnel interview using questionnaire. The questionnaire was administered to fifty employees.

Secondary Data

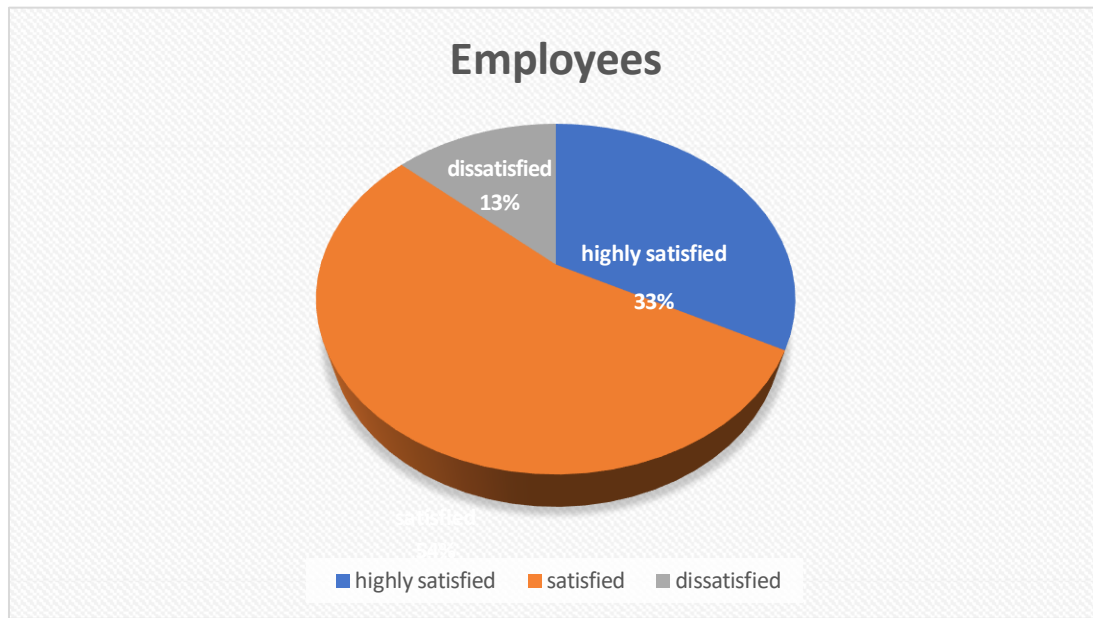
Secondary data for this study was collected from.

- Preciously published records, statistics, research summer internships and documents.
- Books, Periodical and Websites.

RESULTS AND DISCUSSION

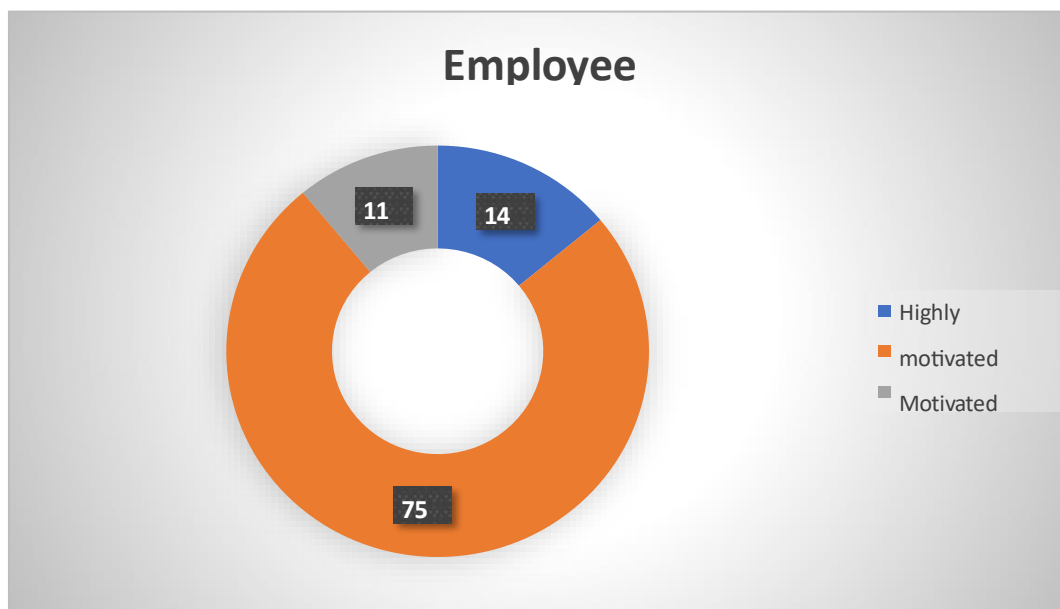
Grades of dealing

Particular	Respondent
Highly satisfied	33
Satisfied	54
Dissatisfied	13



It has been found that out of 50 respondents are working in company. Some are highly satisfied (33%), Some are satisfied (54%) and some employees are dissatisfied (13%) with company. **Employees Motivation**

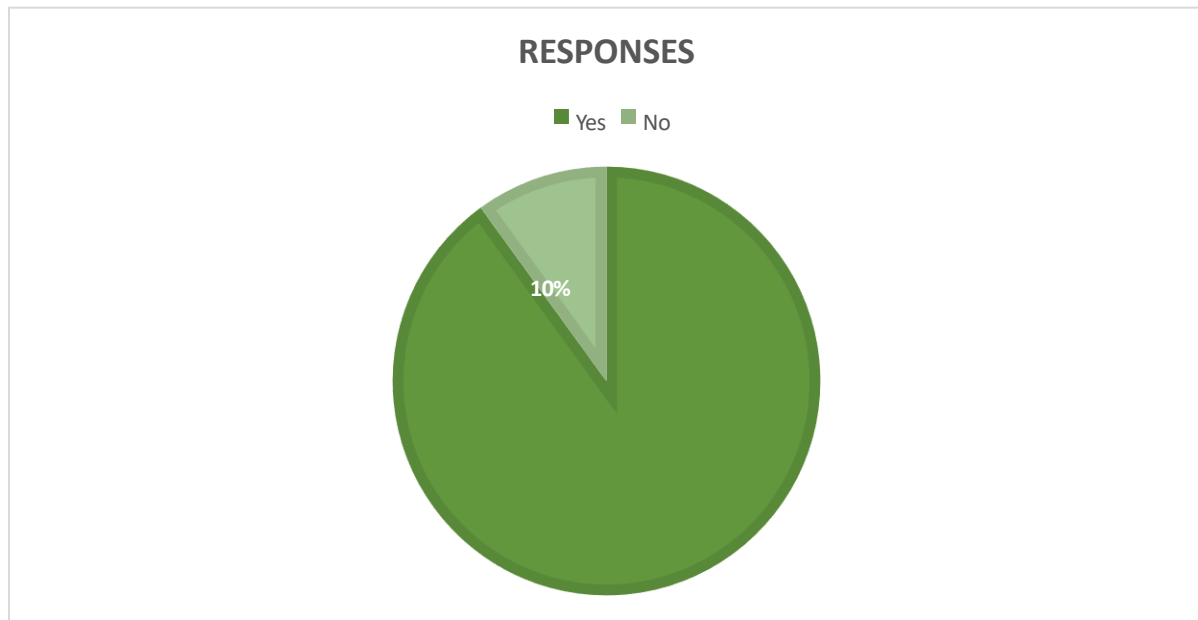
Particular	Respondent
Highly motivated	14%
Motivated	75%
demotivated	11%



Interpretation

In this chart it has been found that out of 50 respondents are working in the company. There are some employees who are highly motivated (14%), some are motivated (75%) and few are quite demotivated (11%) with company's work. The hiring process helps in identifying the competence both visible (like knowledge, Skill) and hidden aspects (like behavioral, social role, self-image, Trait)

Options	Yes	No	Total
Responses	18	2	20
Percentage	90	10	100%



Interpretation

90% of respondents thinks that hiring process in identifying the competence both visible (like Knowledge, skill) and hidden aspects (like Behavioral, social role, self-image, Trait) E-Recruitment (like portals, social websites) have become must to survive in competitive market

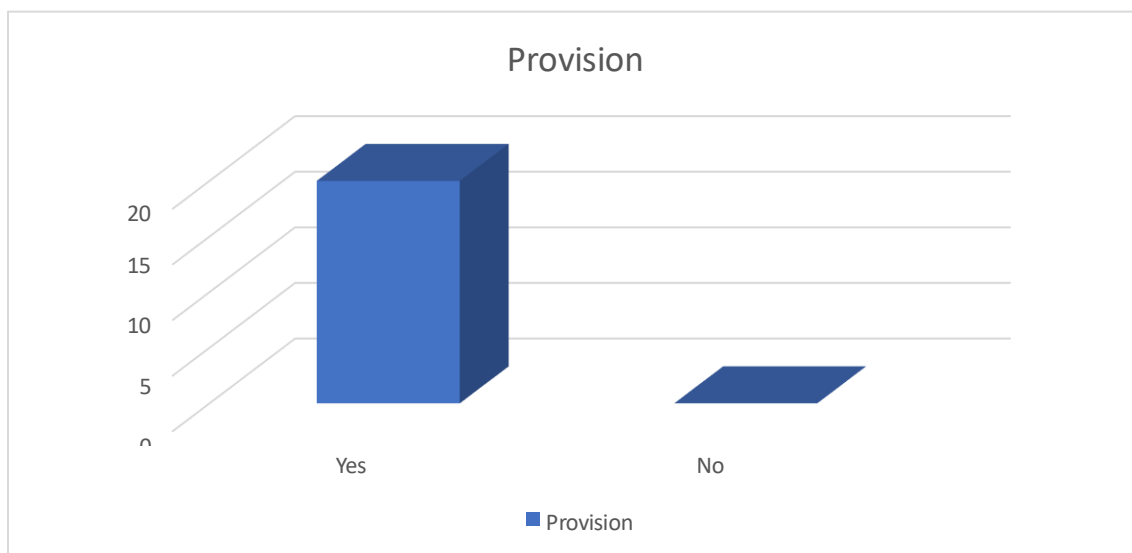
Options	Yes	No	Total
Responses	17	3	20
Percentage	85	15	100%



Interpretation

85% respondents think that e-recruitments have become a must to survive in the competitive market. Provision recruitment of summer trainees

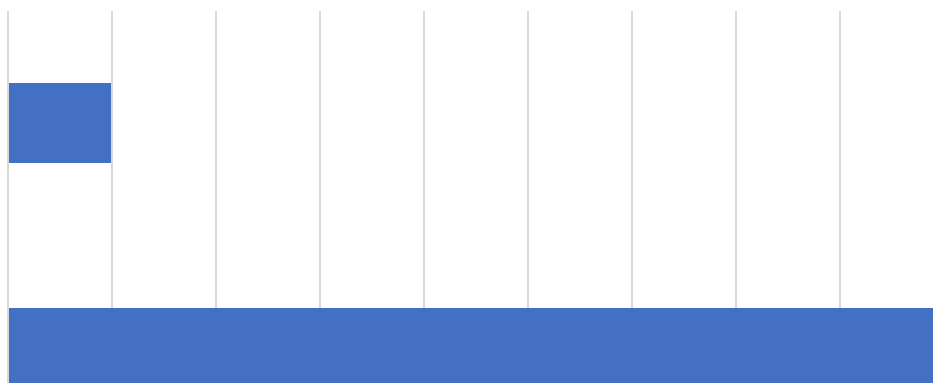
Options	Yes	No	Total
Response	20	0	20
Percentage	100%	0%	100%



Interpretation

Yes there are 100% provisions of recruitment of summer trainees. Contract (Bond) signed by employees while joining the organization?

Options	Yes	No	Total
Responses	18	2	20
Percentage	90	10	100%



yes

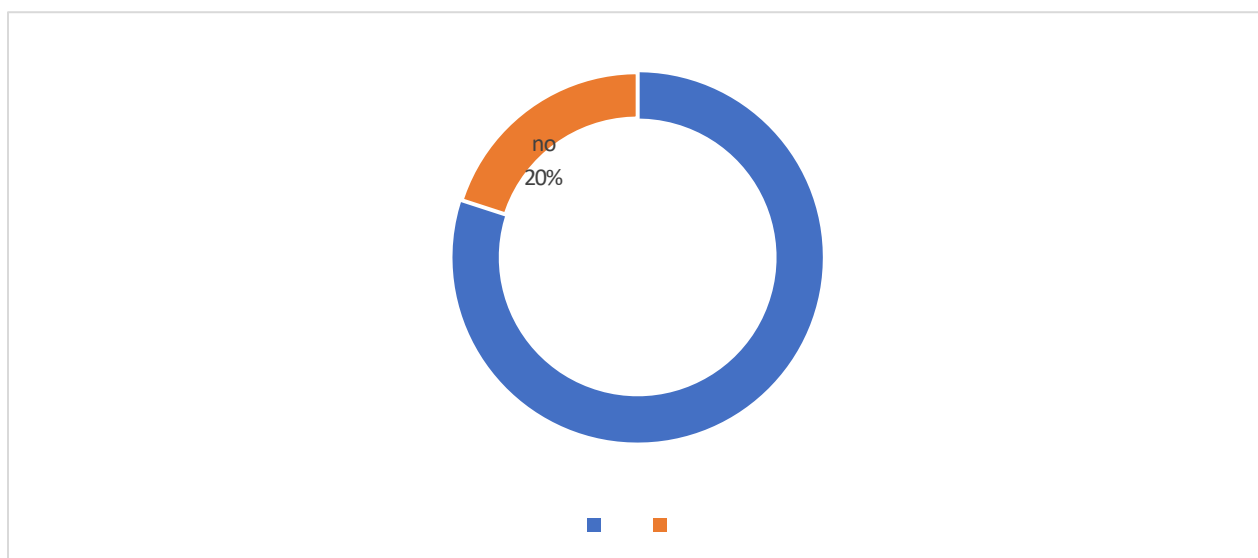
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Interpretation

90% employees are made to sign bond by employees Before joining the organizations.
Special treatment to employees in order to give them comfortable work environment

Options	Yes	No	Total
Responses	16	4	20
Percentage	80	20	100%



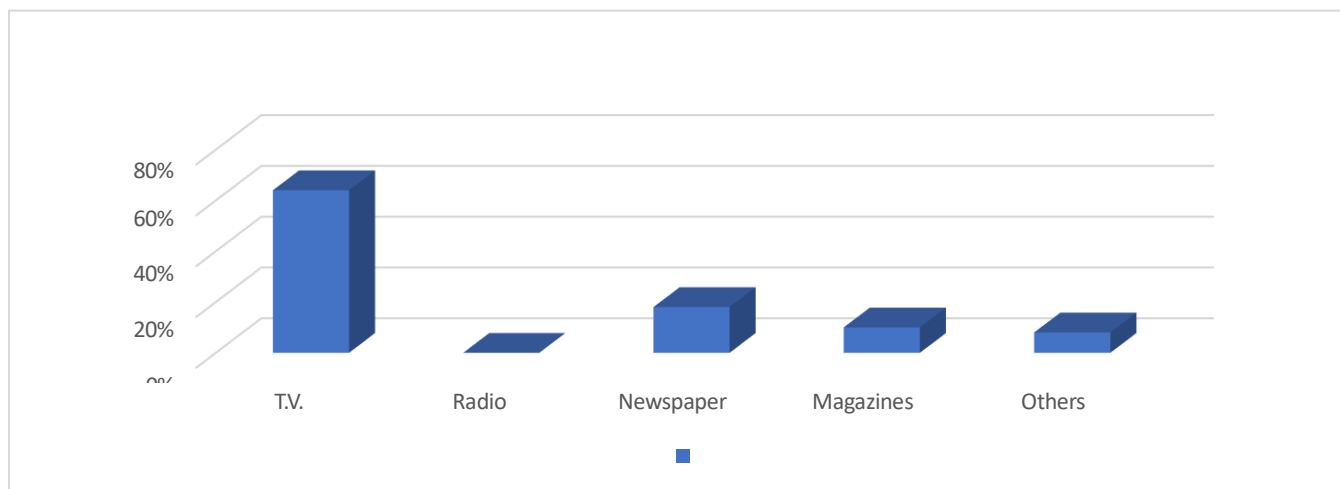
Interpretation

80% of employees are feeling comfortable in company's Work place.

Does the company give any advertisement for the product if yes, through what medium?

Particular	Respondent
T.V.	32
Radio	0

Newspaper	9
Magazines	5
others	4

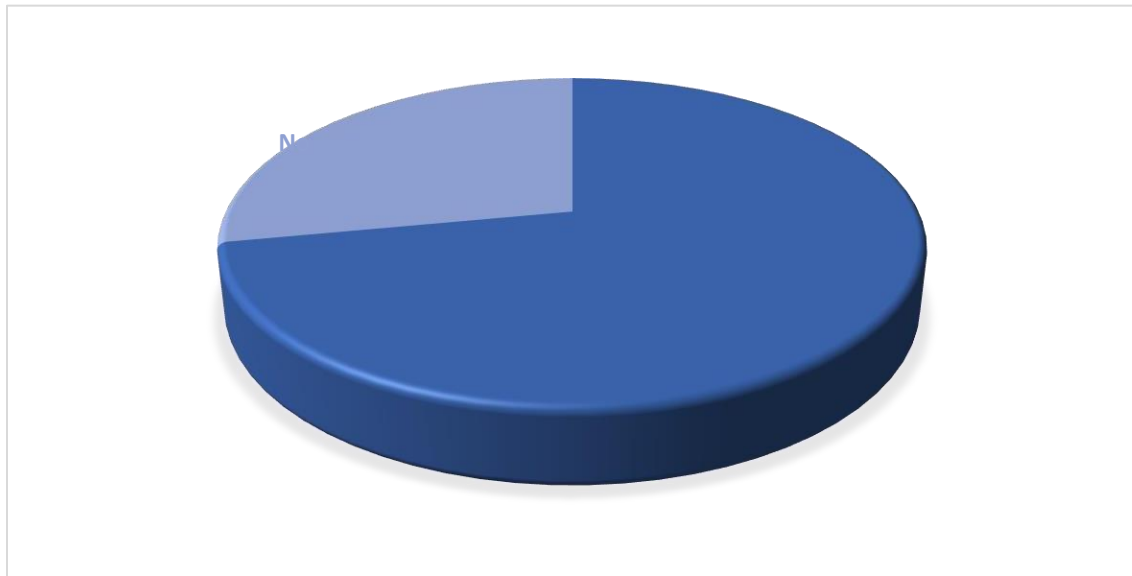


Interpretation

It has been found that out of 50 respondent 64% dealer say that through advertisement Television is mostly used social media platform and 18% dealer say that through newspaper awareness is there and 10% magazine.

Does the company gives information about the different grades and their quality standards periodically?

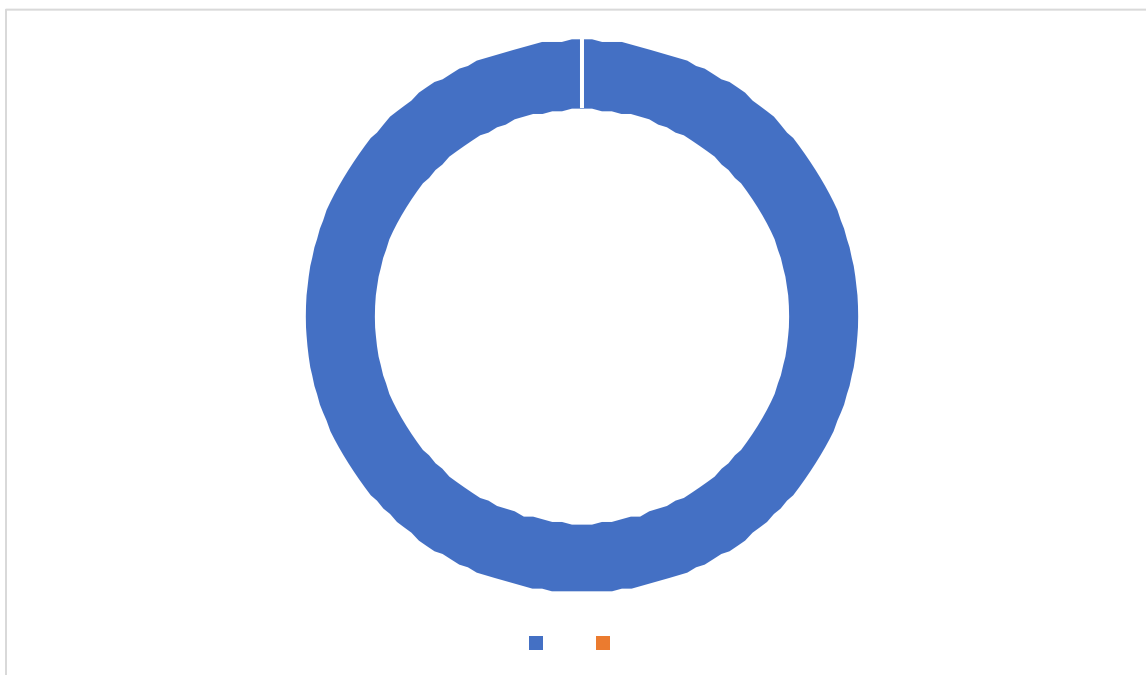
Particular	Respondent
Yes	72%
No	28%



Interpretation

It has found that out of 50 respondent 72% of dealer/ retailer say that they get information about different quality and grades periodically and 24% say that they did not get proper information. Employers branding plays key role in more successful recruitment and retention of top talent

Options	Yes	No	Total
Responses	20	0	20
Percentage	100%	0%	100%



Interpretation

100% respondents think that employer branding plays a key role in more successful recruitment and retention of top talent.

CONCLUSION

The study concludes that employee satisfaction at Sleek International Pvt. Ltd. is generally positive, with most employees expressing satisfaction with workplace conditions, motivation, and organizational practices. Findings indicate that recruitment procedures, employer branding, employee comfort, and communication systems contribute significantly to employee satisfaction. The majority of employees felt motivated and appreciated within the organization. However, a small proportion of employees showed dissatisfaction and demotivation, highlighting areas requiring improvement. Organizations should continue focusing on employee welfare, skill development, and a healthy work culture. Enhancing these aspects can improve employee engagement, productivity, and support the organization's long-term success.

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